

# Great Automobile Show Open in New York City Next Saturday, With Vast List of Exhibits

## And Now We're All Ready For the Big Automobile Shows

### Passenger Car and Motor Truck Exhibits Open This Saturday Afternoon

The "Greatest (Automobile) Show on Earth" will open Saturday afternoon. The passenger car division of the Twentieth Annual National Automobile Show will be spread out on four floors of Grand Central Palace. Simultaneously, in the 5th Coast Artillery Armory, at Jerome Avenue, Kingsbridge Road and 194th Street, the biggest motor truck show in automotive history throws open to the public the doors of the country's largest armory, displaying 150,000 square feet of concrete floor covered with motor trucks and accessories.

Either one of these two shows which celebrate the twentieth anniversary of the industry, the truck show of seventy-two makes, or the passenger division of eighty-four makes—would by itself be larger than any preceding show. For the first time many new mechanical improvements and cunning efficiency devices perfected by automobile engineers to save the motoring public time and money, and to make motoring a still greater convenience and pleasure.

New productions show great attention to the smaller items of equipment, such things as doors and door handles, seat covers, instruments and fenders. In the desire to give newness to the car the body has been attacked and here is a bewildering array of "concoctions."

For the greater part the designers are adhering to the basic lines shown in the last year. The body has a high hood, usually with an angle at each side, the line of the angle meeting at the top edge of the body. Hoods have more louvers, windshield supports are more substantial and shields are much evidence, and a few concerns have taken up small built-in side pieces attached to the windshield. This form will undoubtedly be standard equipment a few years.

The Palace will surpass its own record as to housing novelties of decoration. Garlands of smilax and greens will bring the scheme into harmony with the holiday feeling and suggest the approach of spring. At the entrance the promoter's first glimpse of the interior will be through a frame of evergreen and floral masses. Each exhibitor's display will be inclosed by a white railing supported by stanchions painted with brown. The big windows that light each of the four floors are ornamented with especially decorated fabrics. But the piece de resistance of setting will be the tapestry panels, set at regular intervals along the walls. They depict fanciful scenes of English country life, done in the old British manner. They bear costs of from \$100 to \$1,000 each.

S. A. Miles is manager of the National Automobile Show, this show being given under the auspices of the National Automobile Chamber of Commerce. The committee in charge of the passenger model display is as follows: John N. Williams, Willys-Overland Company; chairman; H. C. Root, Western Motor Car Company; Harry M. Jewett, Buick-Detroit Motor Car Company.

Show week will be sprinkled with social affairs and business conferences of automobile men and members and representatives of associations allied with the automotive industry. On January 5 the Rubber Association of America will dine at the Waldorf-Astoria. The annual dinner of the National Automobile Chamber of Commerce will be given on January 6 at the Hotel Commodore.

January 7 will be a busy day, with a luncheon and meeting of the National Automobile Show Managers' Association at 12:30, a luncheon of the professional session of the Society of Automotive Engineers at 1 o'clock, the twelfth annual banquet of the Motor and Accessory Manufacturers' Association in the Grand Ballroom of the Hotel Commodore at 7:30, and carnival night of the Society of Automotive Engineers at 9 o'clock at the Hotel Astor. The Society of Automotive Engineers will have a luncheon on January 8 at 1 o'clock and its annual banquet at the Hotel Astor that night at 7 o'clock.

These organizations will also hold numerous business and technical sessions in Automobile Show Week.

### Drive With Holiday Spirit, Larson Advises

The following suggestions are made to motorists by C. H. Larson, president of the Oldsmobile Company, with a view to relieving, so far as possible, the heavy strain that always exists on the city's traffic facilities during the busy holiday rush:

"If you are driving slowly keep as near to the curb as is practicable, so as to leave the center of the street open for those moving more rapidly."

"By the same token be extremely careful in trying to pass another vehicle in the crowded avenues, especially in attempting to 'edge by.'"

"Always give north and south traffic the right of way. The motorist who is traveling in that direction will expect to leave the center of the street open for those moving more rapidly."

"Don't use Broadway and Fifth Avenue any more than is absolutely necessary for business or shopping reasons."

"The level-headed motorist will keep his oil at the proper level, so that there will be no smoke from his exhaust to annoy the pedestrians, to violate the law, and to kill the holiday spirit among those unfortunate enough to catch a whiff."

"Stare up your mirror so that you can watch the vehicular stream behind you, and be sure that the lining of your brakes is good, because you'll need them as never before on the avenue."

"Don't park in the side streets off Fifth Avenue longer than you have to."

"Don't make it necessary for the traffic policeman to reprimand you for carelessness, because you'll be holding up a score of drivers besides yourself."

"Above all, keep your temper, be reasonable, and be charitable to the 'other fellow.' Let the holiday spirit start at your wheel."

**Winter Makes Smith Vice-President of Company**

The board of directors of the Winter Motor Truck Company, of Kenosha, Wis., announces that George Drake Smith has been elected vice-president and a member of the board. Mr. Smith came to the company to reorganize the sales, advertising and service departments, and has, with the aid of his assistants, doubled the shipments for the month of November, and the company has orders booked for the full capacity of the plant well ahead.

An export department has been organized under the charge of Charles H. Meeker, and large orders have been booked for foreign countries for immediate shipment. C. T. Abbott has been elected secretary of the company, and H. D. Snyder has been appointed assistant general sales manager.

### Trucks and Trucking To Be Fully Discussed

There will be daily conferences in connection with the coming motor truck show at the 8th Coast Artillery Armory. The chief subjects to be covered by the speakers during afternoon sessions are: Monday, "Merchandizing the Truck"; Tuesday, "Improving the Laws Regulating Trucks"; Wednesday, "Selling Trucks"; Thursday, "Manufacturers' Service to Dealers and Customers"; Friday, "Selling Motor Transportation"; Saturday, "Highways and Motor Transport."

During evening sessions: Monday, "Motor Transportation of Passengers"; Tuesday, "Increasing Truck Efficiency and Cutting Trucking Costs"; Wednesday, "The Rural Motor Express"; Thursday, "Aids to Motor Truck Efficiency"; Friday, "Motor Truck and Railroad Freight."

The highway transport conference is under the direction of John R. Eustis. All sessions will be illustrated by stereoscopic and motion pictures. Motion picture shows will be held at each session.

The new policy of the Packard Motor Car Company necessitates the holding of a special export exhibition at the company's headquarters, Broadway at Sixty-first Street, from January 3 to 10. Packard Twin-Sixes, both closed and open models, finished specially for the export trade, will be the feature of the exhibition.

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

**Trainload of Columbia Sixes Coming to New York**

Charles E. Riess, the New York wholesale distributor for Columbia Six motor cars, has just returned from a visit to the factory at Detroit for the purpose of speeding up the shipment of Columbia Six automobiles. After consultation with Mr. Daly, the sales manager, and other officials of the factory, Mr. Riess was promised a complete train of forty-five carsloads in one shipment, containing 135 Columbia Six automobiles of the various models manufactured by the company. These will be shipped this week, and will mean almost the complete output of the factory for three days. All and more of these cars have been sold to dealers to fill orders long overdue.

This shows in a measure the popularity that the Columbia Six has attained in this market since the car has been in the hands of the Charles E. Riess Company, of New York. Mr. Riess also found that the factory was making extensive improvements and was enlarging the plant.

The Columbia Six exhibit at the coming automobile show at Grand Central Palace will have on view all models made by the company, including sports models, touring car, sedan, coupe and roadster of the latest body design.

**Packard Will Stage Export Exhibition**

**Branch To Be Appropriately Decorated; Interpreters To Be There**

The new policy of the Packard Motor Car Company necessitates the holding of a special export exhibition at the company's headquarters, Broadway at Sixty-first Street, from January 3 to 10. Packard Twin-Sixes, both closed and open models, finished specially for the export trade, will be the feature of the exhibition.

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

The building will be decorated for the occasion with the arms and standards of all nations, and interpreters will be on hand. Invitations are being mailed to all local export men and friends from abroad, although anybody interested in the specially finished Packards on exhibition is cordially urged to attend.

"With modern transportation bringing all nations closer together," says Colonel Fred Cardway, export manager, "American manufacturers must realize that the old 'take it or leave it' policy is a thing of the past. We plan to make this export exhibition an annual event and will probably follow this with a display of motor trucks specially equipped for overseas service."

### New Car in Veteran's Hands



Foster R. Rozar, a veteran of the automobile trade, is here shown at the wheel of a Commonwealth touring car, which marque is handled here by Rozar is associated in that company with Henry Weiss.

### Why Are Louvers? Is a Query Asked And Here Answered

**If They Are To Be More Than Ornaments They Should Face Inward, Says Coghlan**

"Why are louvers?" is the question asked of W. J. Coghlan, a motor expert, recently in the club car between St. Louis and New York, when talk drifted to the subject of automobiles. Mr. Coghlan was asked the above question by an inquisitive motor car owner who wanted the exact answer.

Mr. Coghlan drew the rough sketches shown to illustrate his point and said: "The overlapping slit-like openings on either side of the hood of an automobile are the louvers. The word is derived from two French words—'les ouvertures,' meaning the openings, about which you are curious. In some cars they are few and quite far apart; in other cars they are very narrow and

numerous, and it is possible if you see them from just the right angle to glimpse the engine and the whirling fan within."

"Their function is to exhaust hot air and help keep the motor cool. But they do not always ventilate properly. In the early days of motor car design there were no louvers or openings in the hood, but neither were there any 'foredoors' to enclose and pocket the excess heat from the engine around the feet of the driver and his companion."

"When 'foredoors' became fashionable the engineers of the Moon Motor Car Company realized that this excess heat was not only disagreeable, but that too much heat was left under the hood and floor boards. So they, and later other manufacturers, decided to cut openings in the side of the hood to help the fan keep the engine cool and rid the hood of its excess heat and odors. At first the openings were cut in the side panels of the hood by a die-stamping machine which turned them outwards. Even to-day on many

cars you will note if you run your hand over the surface of the side of the hood that these 'louvers' point outward and backward like lips or fins, leaving the inside surface smooth. Obviously, however, if they are to catch and get rid of the hot air from the engine they should, to be really serviceable, project from the inside surface facing inward and forward. This will both cool the engine more efficiently and prevent so much hot air and gasoline odor from getting back against the dash and under the floor boards."

"For example, when you wish to skim the cream off a pan of milk you insert the spoon, tilted forward and down, and 'skim' in the direction of the tilting, thus gathering the cream onto the spoon."

"In similar fashion and on the same general principle the engineers of the Moon Motor Car Company were the first in the field to so-design these 'louvers' on the Moon car that they project inward and forward, giving superior ventilation, as well as offering to the eye a smooth outer surface which makes a much neater appearance."

"This is but one of those common sense details found on our new Moon models, but it well demonstrates the degree of thought and study which Moon designers and engineers give to every detail of construction."

**Service Station for Higgins on 131st Street**

Alfred J. Higgins, of 2406 Grand Concourse, has incorporated under the name of Alfred J. Higgins Automobile Company for \$100,000, and has leased a five-story building at 614 and 618 West 131st Street, total rental \$500,000, to be used as a service station. In this service station he says he will be able to build anything from a cotter pin to a complete automobile. Negotiations are now being made for a large salesroom along Automobile Row.

### Seventeen Tire Stores Combined in One Group

The American Tire and Distributing Company, Inc., has taken over seventeen tire stores that have been in business from three to ten years and will continue to operate them as separate units. Each sells automobile tires of all the standard makes and also accessories, both wholesale and retail. In most instances the same men that have made them successful will continue to conduct their affairs.

Following are the stores that figure in this big merger: E. Schoonmaker Company, Inc., with stores at 85 Walker Street and 835 Seventh Avenue, New York City; Newark, N. J., and Utica, N. Y.; Broadway Tire Jobbers, Inc., 250 West Fifty-fourth Street, New York City; Public Service Tire and Rubber Company, Inc., Newark, N. J.; Smith-Haines, Inc., 1922 Broadway, New York City; Associated Rubber Company, Inc., 132 Front Street, New York City; Dean Motor Supply Company, Inc., with stores at Albany and Utica, N. Y.; Economy Tire Exchange, Newark, N. J.; Detroit, Mich., and Newark, N. J.; Henschel Tire and Rubber Company, Inc., 1675 Broadway, New York City; the E. J. Willis Company, with stores at 83-85 Chambers Street and 6-67 Reade Street, New York City, and Seaboard Tire and Rubber Company, Inc., 13 Mechanic Street, Red Bank, N. J.

The board of directors of the American Tire Distributing Company, Inc., is composed to a great extent of the original owners.

### Service Given Is Great Part Of Truck Haulage

Long-distance hauling and moving concerns operating between New York City and outlying cities rely to a great extent on the service given by the transportation means which they employ to build up good will for their business. The Lee Brothers, Inc., of New York City, make a feature of the service they can render customers by the use of Packard trucks.

This company operates five large warehouses in New York and does extensive hauling to other cities. It has used Packards since 1911, and now has eleven Packards in its fleet of eighteen trucks.

Among the long-distance runs this company makes is a regular trip several times each week to Bridgeport, Conn. This trip has been made regularly for some time, and no difficulties have been encountered, as far as the trucks were concerned. In addition, trips have been made to Boston and to Philadelphia. John M. Coughlin, one of the drivers, who drove Packard trucks at the front in France for eighteen months, says that the Packards come through under the severest tests.

### Essex Sets New World's Record Endurance Mark

**In Fifty Hours of Running More Than 5,800 Miles, at a Mile a Minute Clip, Was Accomplished**

An Essex stock chassis under American Automobile Association observation set a new world's mark for long distance endurance on the Cincinnati Speedway on December 12. It was the first time a car had ever been driven under official observation at top speed for fifty hours.

Put on the speedway to prove its reliability in a fifty-hour test, the Essex at the end of twenty-seven hours and fifty-eight minutes and in the 1,790th mile, because of rain and sleet, was forced to stop. A second start was made three days later, but snow again ended the trial. This time the run lasted sixteen hours and twenty-five minutes and covered 1,042 miles. The third run, starting the following day, was successful, the fifty-hour period being completed.

Thus the proof of Essex endurance is even greater than that expressed in the fifty-hour run. The average car is driven little more than 5,000 miles in the entire season, but this stock Essex chassis went more than a mile a minute for 5,800 miles, covering it in ninety-four hours and twenty-two minutes driving time.

Almost as astounding as its endurance was its tire experience. The front wheel tires went through all three trials without change. Two rear tires were replaced because of damage done by splinters from the board-surfaced track. The tires were Goodyear cords.

The car was driven by Dave Lewis and Tommy Milton, the noted racing drivers, and Delloyd Thompson, one of the most famous "stunt" aviators in the country. The drivers worked in six-hour shifts, making two stops during this period to fill with oil and gasoline.

The American Automobile Association representatives at the trial were Fred J. Wagner, the widely known official starter of practically all American speedway events, assisted by F. E. Edwards, technical representative of the American Automobile Association contest board; J. E. Schipper, of Detroit, assistant technical representative; and R. A. Leavelle, in charge of the electrical timing apparatus.

### Enright to Preside at Safety First Meeting

ALBANY, Dec. 27.—Police Commissioner Richard E. Enright will preside and the speakers will include Francis M. Hugo, Secretary of State; Dr. W. L. Ettinger, Superintendent of City Schools, New York, and Dr. Francis Holley, of Washington, at the Safety First meeting at the Capitol Theater on the morning of January 10. Acceptances from many persons prominently identified with the various phases of child welfare work serve to indicate that the committee which is cooperating in the great movement will be most representative.

When you want a genuine, new TIMKEN, HYATT or NEW DEPARTURE BEARING come direct to this Branch where a complete stock of each make of bearing is always maintained.

New York Branch, 239 W. 56th St. Phone Circle 1600.

**BEARINGS SERVICE COMPANY**

General Office: Detroit, Michigan

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

BEARINGS SERVICE COMPANY

## BEAUTY AND ELEGANCE

A greater excellence in a greater car—that tells the story of this sumptuous new Sedan. Rare beauty and a fine coachmanship have been created to consummate a successful record of fifteen years in the building of Moon motor cars.

The clean, lustrous lines of the body are enhanced by the beauty of the interior fittings. Laidlaw and the Mount Vernon Silversmiths have combined to give to this interior work a harmony of design and a softness of tone exquisite in its appeal.

Appropriate companions of this beauty and elegance are the sound mechanical features of the car. Moon engineers have brought together in this latest triumph only standard units of proved reliability. No two or three features dominate at the sacrifice of others. In every detail the same thoroughbred quality is evident that has given the name of Moon pre-eminence in motor car reliability. Continental, Delco, Timken, Rayfield, Brown-Lipe, Spicer, Exide—these are only a few of the exceptional features that give this car such a tremendous appeal among those who appreciate and recognize values.

In addition to this five-passenger Sedan there is the larger Seven-passenger Model, the Sport Roadster and the Touring Car Models. If you haven't yet come to know this remarkable car we suggest a personal inspection at one of our salesrooms.

PRICE, \$2,885, F. O. B. FACTORY, ST. LOUIS, U. S. A.

# MOON

MOON MOTOR CAR COMPANY OF NEW YORK

WILLIAM J. COGHAN, President

1675 Broadway at 62nd St.

Distributors for Northern New Jersey, STANDARD AUTO SALES CO., 385 Halsey St., Newark.

Phone Columbus 7718-7719

Distributors for Long Island, WOODS GARAGE AND SALES CO., Bedford Ave. and Fulton St., Brooklyn.

# LAFAYETTE

The first showing of the LAFAYETTE will be made during the Automobile Show when this much-discussed motor car will be placed on view in the main lobby of the Hotel Commodore

LAFAYETTE MOTORS COMPANY

at Mars Hill, INDIANAPOLIS

